

# ORDER



**Orders**

**Order / Rev:** 725464

**Alt Order #:** 06399096

**Product Desc:** KAINE FOR SENATE

**Estimate:**

**Flight Dates:** 10/30/12 - 11/05/12

**Original Date / Rev:** 10/28/12 / 10/28/12

**Order Type:** Political

**WUSA**

**Primary AE:** Aaron Ashe

**Sales Office:** T-WAS

**Sales Region:** NAT

**Agency**

**Name:** Media Strategies

**Buying Contact:**

**Billing Contact:**

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** WEEKLY

**Agency Commission:** 15%

**Advertiser**

**Name:** Kaine, T/D/Sen/VA

**Demographic:** A35+

**Product Codes:** PL-US Senate

**Priority:** P-5

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	4	\$18,100.00	\$15,385.00
11/05/12	11/11/12	1	\$800.00	\$680.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	5	\$18,900.00	\$16,065.00	0.00
<b>Totals</b>	<b>5</b>	<b>\$18,900.00</b>	<b>\$16,065.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/30/12	11/02/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	-T--F--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T--F--			2		\$450.00		0.00				
E 2	WUSA	11/05/12	11/05/12	3-4p The Doctors	CM	3-4p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$800.00		0.00				
E 3	WUSA	11/02/12	11/02/12	4-5p Dr. Phil	CM	4-5p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,200.00		0.00				
E 4	WUSA	11/01/12	11/01/12	Thu Prime B Person of Interest	CM	9-10P	---T---	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$16,000.00		0.00				
Totals													5	\$18,900.00	